In the Claims:

Please amend the claims as follows. The following listing of claims replaces all prior listings.

1-47.   (Cancelled)

48.   (Currently Amended) A method ~~for experiencing interactive multimedia information on a mobile unit~~ comprising:

receiving an interaction ~~interacting~~ with a user interface of ~~said~~ a mobile unit to subscribe to one or more channels having interactive multimedia content, wherein the mobile unit comprises:

channel application memory for one or more channel applications that provide information for visually presenting the one or more subscribed-to channels; and

a feed store for channel data used to populate information for the one or more channel applications, wherein said channel data is stored in channel-specific memory addresses of the feed store, wherein said channel data associated with at least one of the one or more subscribed-to channels is replaced in the feed store when updated channel data arrives to replace it, and wherein access to at least some channel data in the feed store is restricted to ones of said one or more subscribed-to channels associated therewith;

displaying one of said one or more subscribed-to channels on a display of said mobile unit, wherein displaying one of said one or more subscribed-to channels comprises retrieving ~~updated~~ channel data from [[a]] the feed store on the mobile unit~~, wherein the updated channel data is updated over time and received over time for storage in the feed store~~; and

receiving input ~~manipulating a navigational mechanism on said mobile unit to explore~~ to navigate through said interactive multimedia content of the displayed subscribed-to channel and to navigate to different ones ~~on one~~ of said one or more subscribed-to channels.

49.   (Currently Amended) The method of claim 48 further comprising:

receiving an interaction ~~interacting~~ with said user interface of said mobile unit to enter preferences applicable to said one or more subscribed-to channels ~~subscribed to~~.

50.   (Currently Amended) The method of claim 48 further comprising:

automatically receiving the updated channel data as content updates for said one or more subscribed-to channels ~~subscribed to~~.

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51.　　(Currently Amended) The method of claim 50 further comprising: ~~receiving said content updates directly from an enhanced subscription server when changes to one of said one or more channels is detected; and~~ receiving said content updates responsive to a request from said mobile unit, wherein said request is issued according to one of:

　　　　an update available signal received ~~from said enhanced subscription server~~; and

　　　　passing of a predetermined period of time.

52-55. (Cancelled)

56.　　(Previously Presented) The method of claim 48 further comprising:

running an interactive multimedia runtime container (iMRC) for each of said one or more channels displayed on said mobile unit.

57.　　(Previously Presented) The method of claim 56 further comprising:

combining said channel data and channel application logic in said iMRC to display said one or more channels.

58.　　(Currently Amended) The method of claim 57 wherein said channel application logic comprises one of:

application logic preexisting on said mobile unit; and

application logic downloaded ~~from said enhanced subscription server~~ upon subscription to one of said one or more channels.

59.　　(Previously Presented) The method of claim 57 further comprising:

automatically receiving logic updates for said channel application logic.

60.　　(Previously Presented) The method of claim 48 further comprising:

receiving at least one stream of system channel data at said mobile unit; and

displaying at least one system channel using said system channel data.

61.　　(Previously Presented) The method of claim 60 further comprising:

restricting access to said system channel data to said at least one system channel.

62.　　(Currently Amended) The method of claim 60 wherein said at least one system channel comprise ~~at least one of:~~ a channel listing providing information on each of said one or more channels available for subscription.~~;a headline channel for displaying a summary of each of said one or more channels subscribed to, said summary displayed in a single channel; a promotions channel for displaying one or more promotions directed to a plurality of subscribers to said mobile information system; visual elements of said iMR; and a game channel.~~

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63-102. (Cancelled)

103. (New) The method of claim 48 wherein the input is received through a navigational mechanism on said mobile unit.

104. (New) A mobile device comprising:

channel application memory for one or more channel applications that provide information for visually presenting one or more subscribed-to channels having interactive multimedia content;

a feed store for channel data used to populate information for the one or more channel applications, wherein said channel data is stored in channel-specific memory addresses of the feed store, wherein said channel data associated with at least one of the one or more subscribed-to channels is replaced in the feed store when updated channel data arrives to replace it, and wherein access to at least some of said channel data in the feed store is restricted to ones of said one or more subscribed-to channels associated therewith;

a display for displaying one of said one or more subscribed-to channels, wherein displaying one of said one or more subscribed-to channels comprises retrieving channel data from the feed store; and

a user interface configured to receive an instruction to subscribe to the one or more subscribed-to channels and configured to receive input to navigate through said interactive multimedia content of the displayed subscribed-to channel and to navigate to different ones of said one or more subscribed-to channels.

105. (New) The mobile device of claim 104 wherein the mobile device receives updated channel data responsive to a request from said mobile device, wherein said request is issued according to one of:

an update available signal received; and

passing of a predetermined period of time.

106. (New) The mobile device of claim 104 wherein the mobile device receives at least one stream of system channel data and displays at least one system channel using said system channel data, wherein the mobile device restricts access to said system channel data stored on the mobile device to said at least one system channel.

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107.   (New) The mobile device of claim 106 wherein said at least one system channel comprise a headline channel for displaying a summary of subscribed to channels, said summary displayed in a single channel.

108.   (New) The mobile device of claim 104 wherein the input is received through a navigational mechanism on said mobile device.

109.   (New) A mobile device comprising:

a phone;

an operating system;

a memory comprising (i) one or more channel applications that provide information for visually presenting one or more subscribed-to channels and (ii) channel data used to populate information for the one or more channel applications, wherein said channel data is stored in channel-specific memory addresses; and

a user interface comprising a touch screen, wherein interactive multimedia content of one of the one or more channel applications is displayed on the touch screen, and wherein the user interface is configured to receive input to navigate through said interactive multimedia content of the displayed subscribed-to channel and to navigate to different ones of said one or more subscribed-to channels; and

wherein the one or more subscribed-to channels comprise one or more system channels and one or more other channels, wherein the one or more system channels comprise a channel listing channel providing information on a plurality of available channels, wherein the mobile device restricts access to at least some system channel data stored on the mobile device to said one or more system channels.

110.   (New) The mobile device of claim 109 wherein the one or more other channels comprise a first channel for which the mobile device receives updated channel data that provides updates to the first channel without providing a complete data change for the first channel.

111.   (New) The mobile device of claim 109 wherein the one or more other channels comprise a first channel that only has access rights to channel data in a storage block that directly corresponds to the first channel.

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